27TH ANNUAL CONFERENCE

NAGAP

The Leader in Graduate Enrollment Management

April 30 – May 3, 2014 • Manchester Grand Hyatt • San Diego, CA

Managing Change in Graduate Enrollment Management: Navigating Uncharted Territory

EXHIBITOR PROSPECTUS

Photo Courtesy Joanne DiBona, SanDiego.org

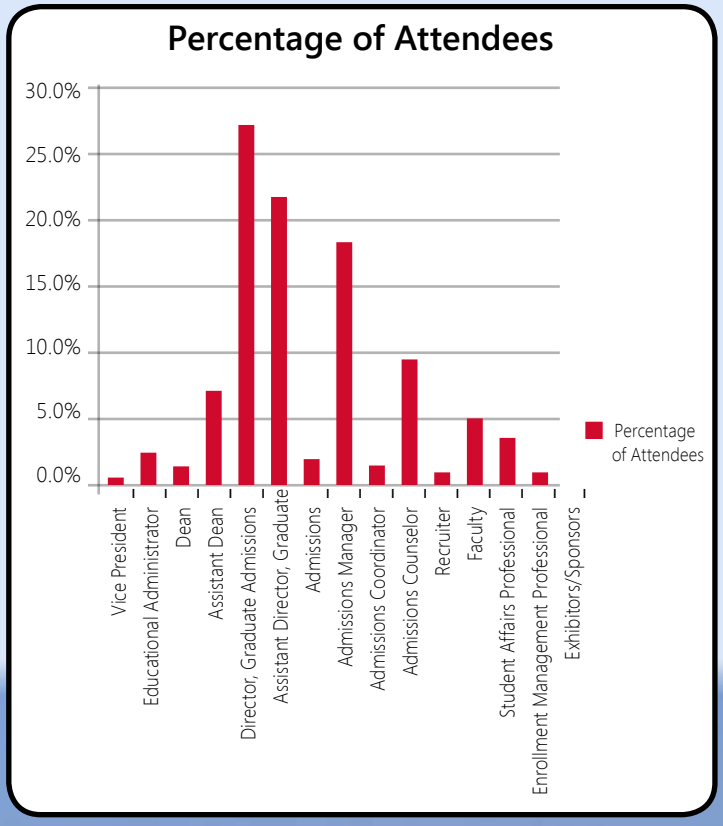
Managing Change in Graduate Enrollment Management: Navigating Uncharted Territory

April 30 – May 4, 2014

Manchester Grand Hyatt
One Market Place • San Diego, CA 92010

WHO WILL ATTEND?

Graduate enrollment management professionals, educational administrators, faculty, student affairs professionals, enrollment management decision-makers and others interested in the pursuit of qualified graduate students. No other conference attracts as many graduate enrollment management professionals. The NAGAP 2014 Annual Conference is an excellent opportunity to promote your organization's products and services.



MARKETING AT-A-GLANCE

NAGAP offers a variety of cost-effective opportunities to increase your organization's visibility and attendee awareness. NAGAP conference advertising, sponsorship, event marketing and exhibiting are some of the best-priced branding opportunities in the industry. Review the different levels of sponsorship and conference marketing options and select the combination that maximizes your exposure and effectively builds your brand. The NAGAP conference staff is eager to assist you in your selection as most opportunities are available on a first-come, first-served basis.

SPONSORSHIP LEVELS

Conference sponsorship is the most effective way to show your potential and current customers that you support NAGAP! Many different levels of sponsorship with various levels of recognition are offered. All sponsors receive verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed materials. See pages 5-7 for more information.

Sponsorhip Levels	Complementary Exhibit Booth	Additional Conference Registrations	Advertisement in the Conference Program Book	Registration Mailing List	Promotional Flyer/ Insert in Tote Bags*	Sponsor Luncheon with NAGAP Board
Platinum Level ($20,000)	Preferred Booth	2	Full Page in Program and ¼ Page in Summer issue of *Perspectives* newsletter	Complimentary Pre- & Post-Registration Mailing List	Complimentary	2 representatives
Gold Level ($15,000)	Booth	1	Full Page	Complimentary Pre-Registration Mailing List	Complimentary	2 representatives
Silver Level ($10,000)	Booth	N/A	½ Page	Complimentary Pre-Registration Mailing List	Discounted price of $1000	2 representatives
Bronze Level ($8,000)	Booth	N/A	Discounted price of $100 for ½ page	Complimentary Pre-Registration Mailing List	Discounted price of $1000	2 representatives

*Promotional flyer/insert must be pre-approved by NAGAP.

EXHIBIT OPPORTUNITIES

Exhibit Booth

$1,400 – Booth $1,800 – Preferred Booth

Your exhibit booth fee includes two conference registrations and security during the hours the Exhibit Hall is **not** open. The exhibit space is a 10' x 10' area to display and/or demonstrate your company's products and services. **Pipe and drape will be provided. All other items (e.g., table, chairs) should be ordered through Viper Tradeshows.** See page 8 for more information.

Additional Booth Representatives

$350 each

Includes the Welcome Reception, continental breakfast in the Exhibit Hall each morning, lunch on Thursday and Friday, Thursday evening networking party and refreshment breaks in the Exhibit Hall. Please note that the Exhibit Hall will be closed for lunch.

MARKETING AT-A-GLANCE

ADVERTISING OPPORTUNITIES

Conference Program

The NAGAP Conference Program is distributed to all individuals registered for the conference (more than 800 annually). It is not only an indispensable part of every attendee's on-site conference materials, but also a historical document that many attendees take home and refer to in the days, months, and even years after the conference. The Conference Program includes meeting timetables, exhibitor descriptions and other essential information.

The Conference Program is 5½" x 8½" in size with a glossy cover and matte text pages. Cover ads are color and inside ads are black and white. Both should be provided in a press-quality PDF to info@nagap.org by **February 20, 2014**.

Conference Program Advertising and Prices

Back cover	**SOLD**
Inside front cover	**SOLD**
Inside back cover	$450 (color ad)
Full page	$350 (b/w ad)
½ page	$250 (b/w ad)

Advertisement Sizes

Cover Ads – Full color and full bleed.
5.5"w x 8.25" h with .125" bleed and no vital information on .625" of left side for inside front and back cover and .625" of right side of inside back cover to allow for spiral binding

Full Page – 4.625"w x 7.875"h

½ Page – 4.625"w x 3.875"h OR 2.125"w x 7.875"h

Registration Mailing Lists

Registration lists will contain those attendees who have opted to accept marketing mailings from sponsors/exhibitors. Lists include attendee name, institution/organization, mailing address as well as email. All lists are available for one-time use only and are sent electronically. By purchasing a mailing list you must adhere to NAGAP's Mailing List Policy. Click *here* to review that policy. Violations of the policy will be handled accordingly.

Pre-conference Registration Mailing List

One-time use electronic mailing list of pre-registered attendees . . . $300
List will be emailed approximately April 11, 2014.

Post-conference Registration Mailing List

One-time use electronic mailing list of all registered attendees $300
List will be emailed approximately May 23, 2014.

Vendor Presentation Guidelines

NAGAP offers opportunities for exhibitors and sponsors to conduct presentations for the explicit purpose of promoting your services and products. These "Vendor Presentations" are intended to supplement participation in the Exhibit Hall. A Vendor Presentation costs $3,000 for exhibitors and $5,000 for non-exhibitors. Vendor Presentation proposals will be accepted during the month of October 2013. Click *here* for more details on the Vendor Presentations.

2014

IMPORTANT DATES

February 20

- **Deadline to Submit Exhibit/Sponsor/ Advertising Application and Payment**
- **Deadline to Submit Company Logo**
- **Deadline to Submit 50-Word Description of Products and Services**
- **Deadline to Submit Print or Press-Quality PDF Ad**

March 1

- **Deadline for Exhibit Cancellation**

March 30

- **Deadline to Submit Names of Booth Representatives**

April 1

- **Deadline to Make Hotel Reservations**

CONFERENCE SPONSORSHIP OPPORTUNITIES

Below is a detailed list of the sponsorship opportunities for the NAGAP 2014 Annual Conference. Sponsorships are accepted on a first-come, first-served basis and sponsorship of some events (1, 2, 3, 4 and 11) are partial sponsorships and will be noted as such in the publications. If you are interested in sponsoring the full event, please contact the NAGAP Executive Office at *info@nagap.org* to discuss options. We appreciate your continued support of the 2014 Annual Conference and NAGAP!

Previous conference sponsors included:

Platinum Sponsor	Hobsons	**Gold Sponsor**	GradSchools.com
Silver Sponsors	ETS	PlattForm	
Bronze Sponsors	IELTS	QS	Oracle	IDP

Platinum Level ($20,000)

- One Preferred Exhibit Booth
- Two additional conference registrations
- Full-page ad in the conference program and a ¼ page ad in the Summer issue of Perspectives newsletter
- Complimentary pre- and post-registration mailing list (emailed approximately April 11)
- Promotional flyer/insert in tote bag (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.
- Sponsor luncheon with NAGAP Board

Exclusive Underwriting Items/Events for Platinum Sponsors:

1. Wednesday Evening Welcome Reception Host – $20,000
2. Thursday Evening Networking Party Host – $20,000

Gold Level ($15,000)

- One Exhibit Booth
- One additional conference registration
- Full-page ad in the conference program
- Complimentary pre-registration mailing list (emailed approximately April 11)
- Promotional flyer/insert in tote bag (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.
- Sponsor luncheon with NAGAP Board

Exclusive Underwriting Items/Events for Gold Sponsors:

3. Business Meeting/Awards Lunch Host – $15,000
4. Networking Lunch Host – $15,000
5. Keynote Speaker – $15,000
6. Audio/Visual – $15,000
7. WiFi for Exhibit Hall – $15,000

Silver Level ($10,000)

- One Exhibit Booth
- Half-page ad in the conference program
- Complimentary pre-registration mailing list (emailed approximately April 11)
- Promotional flyer/insert in tote bag at discounted price of $1,000 (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.
- Sponsor luncheon with NAGAP Board

Exclusive Underwriting Items/Events for Silver Sponsors:

8. Photo Booth – $10,000
9. Conference Tote Bags – $10,000
10. Continental Breakfast (two available) – $10,000
11. Hotel Keycards – $10,000
12. Saturday Brunch Host – $10,000

Bronze Level ($8,000)

- One Exhibit Booth
- Half-page ad in the conference program at discounted price of $100
- Complimentary pre-registration mailing list (emailed approximately April 11)
- Promotional flyer/insert in tote bag at discounted price of $1,000 (pre-approved by NAGAP)
- Verbal acknowledgement at the conference as well as extensive recognition on the NAGAP website, event signage and printed publications.
- Sponsor luncheon with NAGAP Board

Exclusive Underwriting Items/Events for Bronze Sponsors:

13. Conference App (for Smart phones) – $8,000
14. Plenary Speakers (two available) – $8,000
15. Meeting Signage – $8,000. All meeting room signs will contain your logo and company name.
16. Namebadge Holder/Lanyard – $8,000
17. Refreshment Breaks (four available) – $8,000
18. Twitter Board – $8,000

Additional A la Carte Item

19. Commemorative Item – $2,000

More descriptive details about each of the sponsorship opportunities are located on the next three pages.

DETAILED LIST OF SPONSORSHIP OPPORTUNITIES

Below is a detailed list of the opportunities available for conference sponsors to underwrite. Sponsorship of the following items/events only is granted to conference sponsors. Assignment priority is based on sponsorship level and the date requested. NAGAP will attempt to meet your first choice; however, we cannot guarantee it will be available. If you are interested in securing one of these items in addition to your conference sponsorship, please contact Dana VanMeerhaeghe at info@nagap.org or 913-895-4616.

Platinum Level ($20,000)

1. Wednesday Night Welcome Reception Host* – $20,000

As is tradition, the conference will launch with the Wednesday Night Welcome Reception. This kick-off event provides attendees an invaluable opportunity to reconnect with old friends, make new introductions, and have engaging conversations all around within the setting of the Exhibit Hall! The event provides hors d'oeuvres, beverages and entertainment for NAGAP attendees and exhibitors while they mingle and view the latest innovations in the field.

2. Thursday Evening Networking Party Host* – $20,000

When not sitting in sessions, NAGAP conference attendees like to have fun and no activity demonstrates this better than the Thursday Evening Networking Party! The sponsor of this year's party will certainly be remembered for bringing the music and good times to the attendees aboard the USS Midway! This year's event will feature two complimentary beverages, hors d'oeuvres, and entertainment.

Gold Level ($15,000)

3. Business Meeting/Awards Lunch Host* – $15,000

At the Business Meeting/Awards Lunch, attendees hear from NAGAP leaders regarding the state of the association and the ongoing activities of the Governing Board and various committees. Colleagues also have the opportunity to recognize and honor the achievements of some of NAGAP's outstanding members through the announcement of the 2014 award winners. The event provides lunch to attendees and includes the sponsor's logo in the PowerPoint presentation.

4. Networking Lunch Host* – $15,000

Building on the previous year's success, NAGAP will again offer a lunch intended to facilitate connecting members with others in similar professional settings. The opportunity to network is consistently ranked among the top benefits of attending the Annual Conference, and this lunch is certain to attract maximum-capacity crowds seeking to mix and mingle with colleagues old and new to exchange conversation about issues and trends common to their roles and institutional settings. The sponsor of this event helps facilitate NAGAP's educational efforts by further enticing attendees with a lunch.

5. Keynote Speaker – $15,000

Through the Annual Conference, NAGAP encourages professional excellence, facilitates networking among the membership, provides both practical and problem-solving sessions, and helps to define the future direction of graduate admissions and enrollment management. NAGAP's Conference and Education Committees seek leaders of the higher education community to serve in this role each year as a kick-off to the conference. NAGAP members, leaders in graduate enrollment management, greatly benefit from their expertise and perspective on the current and future state of higher education.

6. Audio/Visual – $15,000

The audio/visual (A/V) capabilities for the conference consistently receive top marks from NAGAP presenters and attendees. The A/V sponsor makes sure that NAGAP is able to maintain the high standards to which the presenters and attendees have become accustomed. With its logo displayed on the screen in all concurrent session rooms immediately before and after each session, this sponsor will get widespread recognition for its support.

7. WiFi for Exhibit Hall – $15,000

Like many people these days, most NAGAP conference attendees do not want to lose their Internet connection to the outside world simply because they are confined to a hotel. By providing a WIFI connection in the Exhibit Hall, this much-appreciated sponsor will help our attendees quickly and easily receive presentations, keep up with email, check the scores of the game, or any of those other online activities to which we have become addicted.

Silver Level ($10,000)

8. Photo Booth** – $10,000

This sponsor would provide attendees access to a Photo Booth in the Exhibit Hall for the duration of the conference starting with the Welcome Reception. Attendees will flock to have their pictures taken to remember this event! This is a unique opportunity to reach out and attract attendees and leave them with a lasting impression. A picture paints a thousand words…

9. Conference Tote Bags – $10,000

With so much material to carry around, the conference tote bag has become an essential apparel item for each of the 800 attendees. From the time they pick up their registration packets until they depart for the airport, attendees are rarely seen at the conference without their tote bags in tow, each emblazoned with both the sponsor's and NAGAP's logos. Your exposure as the sponsor continues long after the conference is over, as attendees continue to use their bags during recruitment travel to other universities as well as at their home institutions and other local establishments. (NAGAP produces the tote bag; sponsor logo needed.)

Silver Level ($10,000) continued

10. Continental Breakfast* (two available) – $10,000 each

Attendees get energized for Thursday and Friday's sessions by starting the day off with a cup of coffee, protein, fruit, and breakfast breads, and informative chats with the exhibitors! This event draws the attendees into the Exhibit Hall first thing in the morning and is enjoyed by all.

11. Hotel Keycards** – $10,000

This sponsorship provides continual exposure to all attendees throughout the Annual Conference as the sponsor's logo and the conference logo are placed on two keys per guest room. (NAGAP produces the hotel keycards; sponsor logo needed.)

12. Saturday Brunch Host* – $10,000

Attendees enjoy one last meal with fellow colleagues as NAGAP wraps up the Annual Conference. In addition to featuring a slide show recapping the events of the conference, attendees are drawn to the brunch to compete for the exciting door prizes. Attendees could win a free conference or Professional Development Institute (PDI) registration, a free hotel stay at the 2015 Annual Conference host hotel or a free airline ticket (not to exceed $500) to next year's conference. This event is well attended and usually features a closing speaker, who is another big draw.

Bronze Level ($8,000)

13. Conference App – $8,000

NAGAP has gone mobile! At last year's conference, attendees were given the opportunity to download a conference app to their smartphones. The app is free to attendees and includes the conference schedule, maps, exhibitors, Twitter feeds, and more. Well over half of NAGAP attendees downloaded the app last year and used it an average of six times a day. We anticipate even more activity this year! As the sponsor of the app, you will have a graphic banner at the bottom of the screen as well as your logo on all promotional materials and posters.

14. Plenary Speakers (two available) – $8,000

NAGAP's Conference and Education Committees seek leaders of the higher education community to speak at plenary sessions on both Friday and Saturday morning. Through the Annual Conference, NAGAP encourages professional excellence, facilitates networking among the membership, provides both practical and problem-solving sessions, and helps to define the future direction of graduate admissions. The members, leaders in graduate enrollment management, greatly benefit from their expertise and perspective on the current and future state of undergraduate and graduate education.

15. Meeting Signage – $8,000

Signage at the conference is key for making sure attendees get where they need to go. The meeting signage sponsor makes sure that we are able to maintain the high standards to which the attendees have become accustomed. With its logo displayed on the signs located outside all concurrent session rooms for the duration of the conference, this sponsor will get widespread recognition for its support.

16. Namebadge Holder/Lanyard – $8,000

If you are looking for maximum exposure during the Annual Conference, these high-quality lanyards are a sure bet as every attendee will be wearing them with their name badge. The sponsor's logo will be on one side and NAGAP's logo on the other. (NAGAP produces the lanyards; sponsor logo needed.)

17. Refreshment Breaks* (four available) – $8,000

Providing sustenance for attendees is an essential part of making sure they are able to stay alert and get the most out of this professional development opportunity. Sponsors can choose from four break times – two morning breaks and two afternoon breaks. The refreshment breaks, located in the Exhibit Hall, feature coffee, soda, snacks, etc. for attendees and are another dedicated time for them to chat with the exhibitors.

18. Twitter Board – $8,000

Tweet along with us! NAGAP will have Twitter Boards stationed in the Exhibit Hall, at Registration and in the General Session room so attendees could follow live tweets from the conference. Attendees post about exciting sessions or events, great quotes, tips and NAGAP trivia, which would pop up instantly on the screens at the conference! This sponsor has its logo prominently displayed on the Twitter Feed screen, and an additional screen in the Exhibit Hall will be located near its booth.

Additional A la Carte Item

19. Commemorative Item – $2,000

After picking up their registration materials, first up on attendees' minds is to check out what goodies are in their tote bags! What better way to get your name out there than to provide something that everyone will be sure to use both at the conference and in the days after returning home. Commemorative items available for sponsorship include highlighters, promotional flyers, pens/pencils, post-it notes and notepads. (Sponsor provides the item and it must be pre-approved by NAGAP.)

*Please note: Sponsorship for events 1, 2, 3, 4 and 12 above includes cocktail napkins with sponsor's logo and sponsor's logo displayed prominently at event. Sponsorship of the above referenced events is a partial sponsorship and will be noted as such in publications. Please contact the Executive Office for details on a full sponsorship of the event.
**Please note that if this sponsorship is not sold, we will not be able to offer it to NAGAP attendees.

EXHIBITOR OPPORTUNITIES

BOOTH SIZE 10' × 10'

BOOTH FEE $1,400
$1,800 Preferred Booth

OFFICIAL SERVICE CONTRACTOR
Viper Tradeshows 816-220-4774

BOOTH RESERVATION DUE DATE
Friday, February 20, 2014

Each 10' × 10' booth includes pipe, drape and a one-line identification sign. All other materials including electricity, booth furnishings and freight handling must be ordered through Viper Tradeshows, the official decorating company for the conference. Exhibit booth pipe and drape will be Red and White. The exhibit hall is carpeted. Additional carpet and booth furnishing can be ordered through Viper Tradeshow Services.

Preferred Booth space is indicated on the Exhibit Floor Plan with the symbol (P). This symbol indicates booth space that is preferable because of its location. These locations are expected to have high exhibit traffic due to the placement of continental breakfast and refreshment breaks nearby. Please note that booth assignments will not be made until after the DUE DATE.

Booths will be assigned after March 1, 2014, with conference sponsors receiving first priority – then on a first-come, first-serve basis.

EXHIBIT APPLICATION DUE DATE

The due date to reserve exhibit booth space is February 20, 2014. After this date, exhibit applications will only be accepted if there is space availability.

OFFICIAL SERVICE CONTRACTOR

Viper Tradeshows is the official service contractor for the 2014 NAGAP Annual Conference. Once your exhibitor agreement has been received, the information will be sent to Viper Tradeshows and an exhibitor packet will be sent to you. All shipments are to be sent through Viper Tradeshows. ABSOLUTELY NO SHIPMENTS SHOULD BE SENT TO THE HOTEL. IF YOU SEND YOUR MATERIALS DIRECTLY TO THE HOTEL, THIS COST WILL BE ADDED TO YOUR BILLING BY VIPER TRADESHOWS.

PLEASE NOTE

Without exception, exhibitors may not dismantle their booths earlier than the close of the show. Exhibitors who make earlier flight plans must arrange for another party to dismantle their booth. There are NO EXCEPTIONS to this policy. Allow adequate time for dismantling and packing your booth when scheduling your airline reservations.

Description of Products and Services – Due no later than February 20, 2014. A description of the products or services you will be exhibiting will be included in the NAGAP Program Book. Email your description (50 words or less) and your company logo to the NAGAP Executive Office at info@nagap.org. Please include your contact information (i.e., address; phone; email; website), this will not count toward your 50-word limit. Please submit your company logo in a 300 dpi JGP or a TIF file.

EXHIBIT HOURS AND FLOOR PLAN

Wednesday, April 30, 2014

Exhibit Hall Move-In:
9:00 a.m. – 4:00 p.m.

Welcome Reception*
in Exhibit Hall
6:00 p.m. – 8.00 p.m.

Thursday, May 1, 2014

Exhibit Hall Hours:
8:00 a.m. – 4:00 p.m.
Closed for lunch

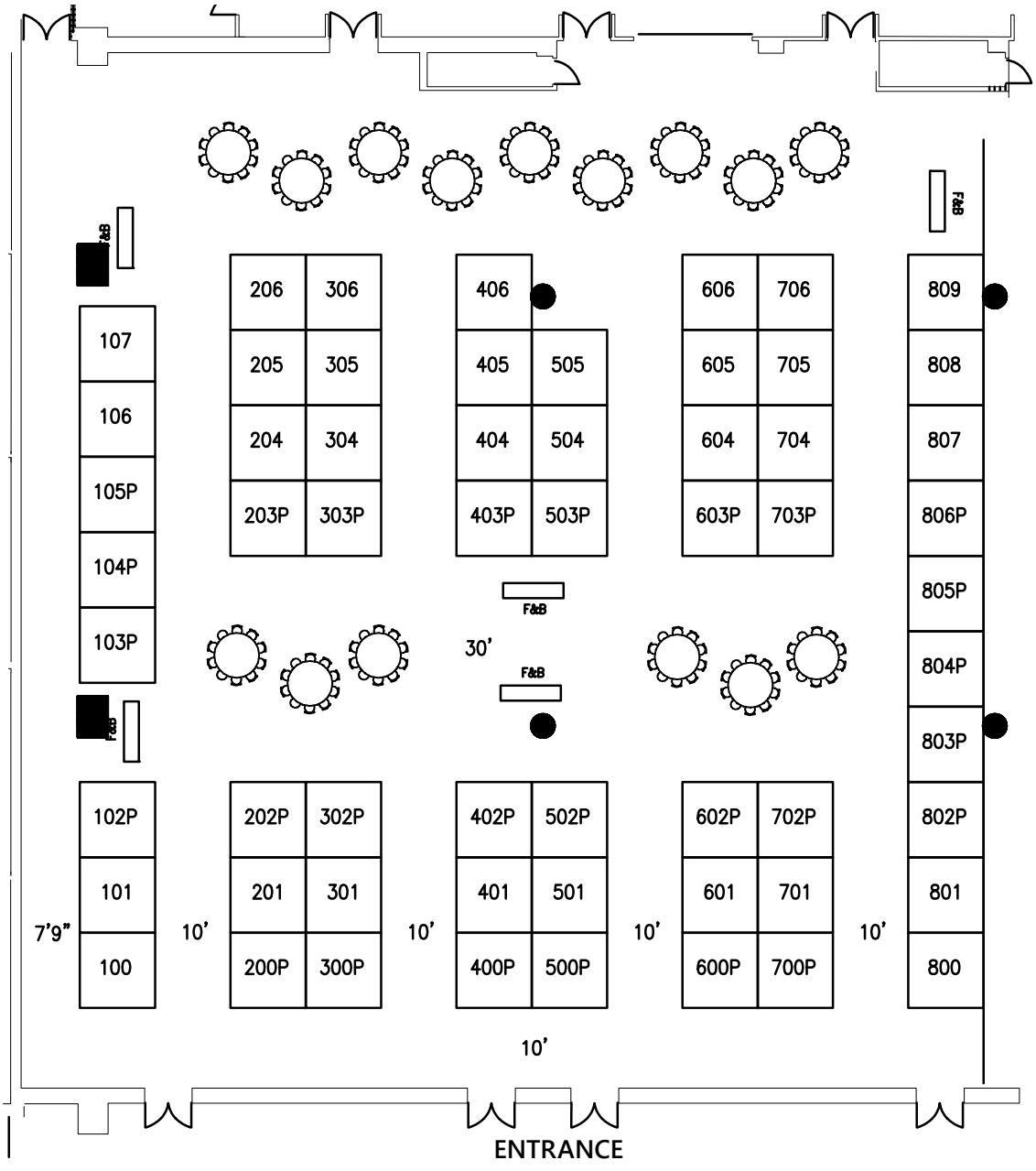
Refreshment Breaks
in Exhibit Hall:
10:00 a.m. – 10:30 a.m.
3:30 p.m. – 4:00 p.m.

Friday, May 2, 2014

Exhibit Hall Hours:
8:30 a.m. – 3:30 p.m.

Refreshment Break
in Exhibit Hall:
10:00 a.m. – 10:30 a.m.

Booth Dismantle:
3:30 p.m. – 6:30 p.m.



P = Preferred Space

Above times are subject to change. (Continental breakfast and break times subject to change.) The Exhibit Hall will be closed during lunch.

*The Welcome Reception will be held in the Exhibit Hall. This will be an opportunity for food, fun and networking!

RECENT EXHIBITORS FROM NAGAP ANNUAL CONFERENCES

AACRAO
Access Group, Inc.
ACREVS , Inc.
Action Without Borders/Idealist.org
Capture Higher Ed
CareerEco Virtual Fairs
Carnegie Communications
College Bound Network
CollegeNet, Inc.
Collegesubmissions.com/ Returntoschool.com
Council on International Education Exchange (CIEE)
Direct Development, Inc.
Educational Credential Evaluators, Inc.
Educational Perspectives
eLearners.com, website of Education Dynamics
ELS Educational Services, Inc.
EMAS Pro
Enrollment Builders
Enrollment RX LLC
Envision Enrollment
ETS
GradSchools.com
Graduateguide.com
Graduate School Guide
Grad Works Online by BYU
Hobsons
Hotcourses
ICEF
IELTS International
International Education Research Foundation
InterviewStream
IREX
Josef Silny and Associates, Inc.
KIC Univassist
Michigan State University Program in Public Health
Noel-Levitz
Ologie
Oracle
Parchment
Pearson
Pearson Test of English Academic
Peterson's
Plattform
Public Identity, Inc.
QS
SpanTran Educational Services
Spark451
Stamats, Inc.
Student Source
Symplicity Corporation
TargetX
Terra Dotta
The Admissions Guy
US Department of State EducationUSA
VisionPoint Marketing
Waybetter Marketing, Inc.
World Education Services
YouVisit
ZAP Solutions
Zinch, A Chegg Service

NAGAP
The Leader in Graduate Enrollment Management

NAGAP 2014 MARKETING, SPONSORSHIP & EXHIBIT SELECTIONS APPLICATION

STEP ONE: Contact Information

Please legibly complete all information below for use in the conference program book.

Primary Contact:_____

Contact Telephone:_____ Email:_____

Company Name:_____

Street Address: _____

City, State, Country/Province, Zip:_____

Telephone:_____Fax: _____ Email:_____

Company Website Address: _____

Authorized Signature and Date:_____

Exhibit Staff Registration Names are due by March 30, 2014. You will receive a form to submit your exhibit booth staff names by March 7, 2014, and it will be due by March 30.

STEP TWO: Conference Sponsorship Levels

Level of Support: ☐ Platinum – $20,000 ☐ Silver – $10,000
☐ Gold – $15,000 ☐ Bronze – $8,000

Number of the activity(s) you wish to support (see assigned # under sponsorship levels on page 5:_____

Amount $_____

STEP THREE: Exhibit Space Selection

NAGAP will make its best effort to accommodate your wishes.

___# 10' x 10' Booth(s) @ $1,400 each

___# 10' x 10' Preferred Booth(s) @ $1,800 each

List any potential exhibitors you DO NOT wish to be near:

_____

List any potential exhibitors you wish to be near:

_____

STEP FOUR: Total Fees

Ad Selection and Price (Book size is 5.5" X 8.5")

☐ Back cover . . . . . **SOLD**
☐ Inside front cover . . . . . **SOLD**
☐ Inside back cover . . . . . $450 (color ad)
☐ Full page . . . . . $350 (b/w ad)
☐ ½ page . . . . . $250 (b/w ad)
☐ One-time use Pre-Registration electronic mailing list $300
(emailed approximately April 11, 2014)
☐ One-time use Post-Conference electronic mailing list $300
(emailed approximately May 23, 2014)

Amount: $_____

STEP FIVE: Total Fees

Total Due	$_____
Deposit	$ 500.00
Total Balance Due	$_____
TOTAL PAYMENT ENCLOSED	$_____

(Balance is due with the full registration form no later than February 20, 2014.)

STEP SIX: Method of Payment

All funds MUST be submitted from a U.S. bank in U.S. funds.
NAGAP does not accept purchase orders or invoice for services.
NAGAP Tax ID 118362047

☐ Check made payable to NAGAP – check #_____

Charge payment to the following credit card:

☐ American Express ☐ VISA ☐ MasterCard ☐ Discover

_____
Credit Card Number Expiration Date

_____
Name as it appears on card

_____
Signature Date

STEP SEVEN: Submitting your Registration

Fax: Fax completed form and credit card payment information to: 913-895-4652

Mail: Mail completed registration form and appropriate fees to:

NAGAP Executive Office
P.O. Box 14605
Lenexa, KS 66285-4605

Overnight:
18000 W. 105th St.
Olathe, KS 66061

Questions: Contact Debbie Jennings at djennings@goAMP.com or 913-895-4719

HOTEL & TRANSPORTATION INFORMATION

MANCHESTER GRAND HYATT SAN DIEGO

Experience the largest waterfront urban resort on the West Coast when you visit Manchester Grand Hyatt San Diego. This luxury waterfront San Diego hotel combines the convenience of downtown with the comfort of Hyatt's inviting guestrooms and is home to the NAGAP 27th Annual Conference. You can easily explore the San Diego area from this ideal location in the heart of San Diego. The hotel offers a wide variety of amenities such as: FedEx business center, 24 hour StayFit™ fitness center, full-service Kin Spa and Salon, outdoor pools, hot tubs, Hertz Rental Car and exclusive Hyatt services – including Fast Board™ and PDA Check-in-help to make your stay even more enjoyable.

The newly renovated luxurious guest rooms feature: Hyatt Grand Beds™ with luxurious linens and down duvet, hairdryer, iron/ironing board, 24-hour room service, coffee maker, 46" flat screen high definition TV, Cable/satellite TV channels, Video on demand, iHome alarm clock/radio, voicemail, wired and wireless high speed Internet access (complementary for NAGAP attendees only), dataport, individual heat control, individual air conditioning control, windows that open and in-room safe.

Hotel Parking: Self-Parking is available on-site for $28 per 24 hours, and valet parking is available for $38 per 24 hours.

Hotel Reservation: To book your hotel reservations at the special NAGAP conference rate of $259 single/double occupancy, plus taxes please visit https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=10598743. The special conference rate does include Internet access in your guestroom.

TRANSPORTATION IN SAN DIEGO

San Diego Taxi

San Diego taxi service is available on a first come, first serve basis from the lower level curb of all terminals at San Diego International Airport. Approximate cost from SAN International to Manchester Grand Hyatt San Diego is $10 to $15.

San Diego Airport Shuttle Service

NAGAP is pleased to partner with Super Shuttle to provide NAGAP Conference attendees a special discount of $1 one way and $2 round trip. http://groups.supershuttle.com/nagap.html.

Amtrak Train Station

Located only five blocks from Manchester Grand Hyatt San Diego. For scheduled service call 800-872-7245 or visit http://www.amtrak.com/home.

San Diego Trolley

Simply cross the street to catch the convenient San Diego Trolley offering budget-friendly San Diego transportation to Tijuana, Mexico, Fashion Valley, Mission Valley shopping centers, Old Town, Qualcom Stadium, throughout downtown San Diego and into East County.

Area Activities include: Seaport Village, San Diego Zoo, SeaWorld San Diego, Balboa Park, sailing on San Diego Bay, Gaslamp District, Coronado Island and the USS Midway, just to name a few.

NAGAP POLICIES AND PROCEDURES

1. **Exhibit Representatives**
   Each exhibitor will be entitled to two representatives per booth. These representatives will automatically be registered for the conference. See exhibit application for fees for additional representatives. NAGAP recommends two staff members due to long exhibit hours. **Representatives who choose to attend education sessions should refrain from promoting their products/services. Sessions are for educational purposes only.**
2. **Assignment of Space**
   Booths will be assigned after the due date upon a first-paid, first-served basis and based on sponsorship levels.
   Every effort will be made to respect the exhibitors' space choices whenever possible, but NAGAP (hereafter known as "exhibit management") decisions shall be final. Exhibit management reserves the right to transfer assignments when such action is deemed to be in the best interests of the total exhibit effort.
3. **Payment**
   Full payment made payable to NAGAP is required with this contract. Mail to NAGAP, P.O. Box 14605, Lenexa, KS 66285, USA. Inquiries can be made via phone/fax: 913-895-4787, Fax 913-895-4652. International funds must be submitted in US equivalents and drawn on a US bank.
4. **Eligible Exhibits**
   Exhibit management reserves the right to determine the eligibility of any company or product for inclusion in the exposition.
5. **Refund for Cancellation**
   Should the exhibitor be unable to occupy and use the exhibit space contracted for, he or she shall promptly notify exhibit management. All sums paid by the exhibitor, less a service charge of 50 percent, will be refunded prior to March 1, 2014. No refund or cancellation will be made on or after March 1, 2014.
6. **Booth Equipment and Services**
   Includes the following: an 10' × 10' deluxe booth consisting of polished aluminized telescopic frames with flameproof fabrics. Backdrops are 8' high. Side dividers are 3' high. A 7" × 44" ID sign, indicating booth number and company name will be provided for all exhibitors. Show colors are Red and White. The Exhibit Hall IS CARPETED.
7. **Contractor Service Information**
   In the best interest of the exhibitors, exhibit management has selected certain firms to serve as official contractors to provide various services to the exhibitors. It is agreed that the exhibitor will abide by and comply with rules and regulations concerning local unions having agreement with the exposition facility or with authorized contractors employed by show management. Complete information, instructions and schedule of prices regarding drayage, labor for erecting and dismantling, electrical work, furniture, cleaning, etc. will be included in the Exhibitors' Service Manual, to be forwarded after exhibit booth space has been confirmed. An Exhibitors' Service Center will be maintained on the exhibit floor until the opening of the Exhibit Hall to facilitate service requests from exhibitors.
8. **Security**
   Guard service will be provided by exhibit management during the hours the show is closed. However, each exhibitor should make provisions to safeguard his or her goods from the time they are placed in the booth until the time they are removed. NAGAP will not be responsible for loss or damage due to any cause. Do not leave laptop computers or other valuable equipment in the Exhibit Hall unattended; exhibit management will not be responsible for loss or damage.
9. **Booth Construction and Arrangement**
   Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others. Plans for specially built displays not in accordance with regulations are to be submitted to exhibit management before construction is ordered.
   Regular and specially built back walls, including signs, may not exceed an overall height of 8'. The maximum booth height of 8' may extend out half the depth of the booth from the back wall. Height limitation of the display in the balance of the area is 3', except for product and equipment on display which in itself exceeds this height.
10. **No Dismantling will be Permitted Before Closing Time**
    It is expressly agreed by the exhibitor that in the event he or she fails to install his or her products in his or her exhibit space, or fails to pay the space rental at the time specified, exhibit management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.
    No exhibitor shall have the right prior to closing of exposition to pack or remove articles in exhibit. There are NO exceptions to this policy. Allow adequate time for dismantling and packing your booth when scheduling your departure.
11. **Use of Exhibit Space**
    Exhibitors agree not to assign or sublet any space allotted to them without written consent of exhibit management, nor to display or advertise goods other than those manufactured or carried by them in the regular course of business.
    No persons, firm or organization not having contracted with exhibit management for the occupancy of space in the exhibit will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.
12. **Exhibitor Installation Representative**
    Each exhibitor must name at least one person to be his or her representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible. Names for representatives must be submitted by March 30, 2014.
13. **Restrictions**
    Exhibit management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation or any other reason, and also to prohibit or evict any exhibit which, in the opinion of exhibit management, may detract from the general character of the exhibition. This reservation includes persons, things, conduct, printed matter or anything exhibit management judges to be objectionable. In the event of such restriction or eviction, exhibit management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisle or neighboring exhibits. Contests of any kind must first be approved in writing by exhibit management.
14. **Exhibitor Activities**
    Company/Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of NAGAP whether such activities are held at or away from the hotel, except with written approval of exhibit management.
    Company/Exhibitor will submit to exhibit management 60 days prior to the exhibit date any program exhibitor intends to hold at or in conjunction with its exhibit for written approval as to time and place.
15. **Responsibility**
    If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.
16. **Compliance**
    The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety, health, together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules.
17. **Liability**
    NAGAP, Manchester Grand Hyatt San Diego, Applied Measurement Professionals, Inc., its agents or employees shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees, or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the exhibitor or his assigns, and the exhibitor shall indemnify and hold harmless exhibit management from all liability, which might ensue from any cause whatsoever; if the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Manchester Grand Hyatt San Diego and shall indemnify and hold harmless the hotel agents, servants and employees from any and all such losses, damages and claims.
    Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person or property of others.
18. **Cancellation or Termination of Exposition**
    In the event that the premises where the exposition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, terrorism, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's prorated share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exposition including a reserve for future claims and expenses in connection therewith.
19. **Management**
    Exhibit management reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the exposition.